

MINUTES – LETA Executive & Finance Meeting

7733 PERKINS ROAD ☞ BATON ROUGE, LA – 12:00 p.m. – Thursday, March 10, 2011

LETA Present

Glenn Kinsey • Joe Salter
Dr. Bill Weldon • Chris Goudeau
Barbara DeCuir • Dr. Sally Clausen (via phone)
T. O. Perry – Friends Chairman

LPB Staff Present

Beth Courtney • Malcolm Robinson
Clay Fourrier • Joanne Gaudet
Barbara Williams

1. **Call to Order:** Glen Kinsey called the meeting to order. The board welcomed Dr. Weldon to the LETA Executive & Finance Committee.
2. **Minutes Approval:** The minutes were presented from the previous meeting for approval. **Motion:** Barbara DeCuir moved and Joe Salter seconded that the minutes be accepted and adopted. **Action:** Motion carried.
3. **LETA/Foundation Finance Report:** Joanne Gaudet – We are 67% of the fiscal year as of 2/28/11, down \$5,044,812 in general fund (75% of our general fund budget). We've collected \$509,168 in self generated revenue (31% of self generated budget). Self generated revenue projection for FY11 as of 2/28/11 is \$672,464. Expenditures total \$6,240,067 (67% of budgeted expenditures) and on target. Current estimate of Due To LETA funds that will be needed totals \$955,824. **Motion:** Chris Goudeau moved and Dr. Weldon seconded that the financial reports be accepted. **Action:** Motion carried.

FLPB Report: T.O. Perry – At the previous LETA board meeting, it was discussed that the Friends Board Retreat was held January 25th and the goal was to strategize how to increase membership and support for LPB. The Friends Board was then asked to identify the top five ideas. Today, LETA board was provided with those top five recommendations. Friends Board will now move forward with implementation of several of those ideas. *March Festival* (pledge drive) began March 9th and continues through March 27nd. Our goal is to raise \$275,000 with 1,775 pledges. Thus far we have raised \$17,170 with 84 pledges. *January 2011 Financial Statement:* Membership revenue was approximately \$100,000, with year-to-date totaling over \$1 Million. Overall revenue was \$113,000, with year-to-date at \$1,143,856.60. Friends are more than halfway towards our annual goal of over \$2 Million. Expenditures totaled over \$76,000. Year-to-date expenditures were over \$541,000. The Friends office is doing everything possible to keep expenses to a minimum. Friends made the 2nd quarter transfer in support of LPB in the amount of \$364,500.45. To date we have transferred \$566,792.66. A *Special Events Newsletter* has been provided to LETA members. Tickets are available for *Elmo's Healthy Heroes Concert* on April 5th at the CenturyTel Center in Bossier City. Tickets are \$35 each and this includes a Meet & Greet pass. *LPB's Easter Eggstravaganza with Super Why!* will be held April 16th at Barnes & Noble Citiplace in Baton Rouge. Kids will have fun with the Easter Bunny; there will be an egg hunt, face painting and more. Tickets are also available for the *Celtic Woman Songs from the Heart* concert in Bossier City on May 14th. Tickets are available to board members for \$75 each. Meet and Greet tickets are \$250 each.

Chairman's Report: LETA Chairman Glenn Kinsey reported that the Governor has appointed Kathy Hawkins Kliebert, Deputy Director of DHH to fill Anthony "Tony" Keck on the LETA board. LETA board materials will be sent to Ms Kliebert prior to the meeting, as well as a tour of LPB facilities will be scheduled.

President's Report: Beth Courtney – Beth thanked the board for their well wishes. She also thanked the board for reaching out to their congressional delegation regarding federal funding. **Read Across Louisiana:** On Wednesday, March 2, 2011. LPB and members from the board visited a selected school and/or Child Care Center to read to children across Louisiana. LPB is partnered with The Louisiana Association of Educators (LAE). The book selected was *The Cat In The Hat*. Photos are posted on LPB website at www.lpb.org. **Louisiana Young Heroes** – Eight Louisiana students were selected as 2011 Louisiana Young Heroes. Louisiana Public Broadcasting and the Rotary Club of Baton Rouge have announced the eight winners of the 2011 Louisiana Young Heroes. Now in its 16th year, the Louisiana

Young Heroes program honors outstanding students in grades 7-12 who have excelled in the classroom, served their community, overcome adversity and inspired others. The eight winners were selected from 141 nominations sent in from around the state. LPB and the Rotary are the co-presenters of the program which was underwritten by Blue Cross and Blue Shield of Louisiana and ExxonMobil. The winners and their families will be honored on April 20 in ceremonies at the Governor's Mansion and the Marriott in Baton Rouge. This year's winners are: *Charlton Jesse Boyd, 15*, a ninth grader at Loyola College Prep in Shreveport, *Samuel Loyd Cooper, 18*, a senior at Evangel Christian Academy in Shreveport, *Cassidy Crews, 16*, a junior at Buckeye High School who lives in Deville, *Jenna Mitchell, 16*, a junior at Slidell High School, *Shaela Nelson, 16*, a junior at Scotlandville Magnet High School in Baton Rouge, *Katherine Rashal, 17*, of Ida, a senior at North Caddo High School, *Nicole Torres, 15*, a ninth-grader at Zwolle High School, and *Ty'Riana Wilson, 17*, a senior at Catholic High of New Iberia. **Upcoming Shows:** Great Performances with Harry Connick, Jr. will air on Sunday, March 13th at 7:00 p.m. Les Miserables 25th anniversary is Sunday, March 20 at 7:00 p.m. In April, to commemorate the 150th anniversary of the start of the Civil War, LPB and PBS are re-airing the epic Ken Burns series *The Civil War* from April 3rd – 7th. Sequel to the legendary series *Upstairs, Downstairs* airs Sundays at 8:00 p.m., April 10 – 24.

Production Update: Clay Fourrier – LPB has three new local programs for March Pledge. Clay illustrated websites and ran video promos for each. Also, he showed still galleries and other fun things on the LPB website. *The Treasures of LSU* premieres Monday, March 21st at 8:30 p.m. This program highlights some of the rare, precious and fascinating items housed in various collections, museums and libraries of Louisiana State University in Baton Rouge. *Louisiana Baseball Stories* premieres Wednesday, March 16th at 7:00 p.m. Emmy-winning journalist Charlie Whinham from *Louisiana: The State We're In* looks back at the Bayou State's rich baseball history. *Native Waters: A Recollection of Chitimacha Tradition* premieres Tuesday, March 22, 2011 at 7:00 p.m. This program is the story of Native Americans who are among the first people of Louisiana and heirs of an unbroken 8,000 year past in their native coastal region of the Atchafalaya Basin of Louisiana. *Louisiana Public Square* for March asks the question: *How Green Is Louisiana?* This segment focuses on our recycling efforts and energy-saving resources. What actually is "green" and what are Louisianans doing about it. We have one panelist confirmed, Chris Schmidt, project manager of the Green Jobs project – southern state survey funded by stimulus money. Also have invitations to DNR secretary Scott Angelle. They oversee "Empower Louisiana" which is a number of stimulus money funded green initiatives to encourage citizens to save energy; and use renewable energy; LED Stephen Moret, who has overseen recruitment of several recycling/biofuel businesses. The fourth panelist will be someone in the environmental field from North Louisiana. The program airs on Wednesday, March 30th at 7:00 p.m.

Underwriting Report: Meeting was attended by Malcolm Robinson, who is working as a part-time account executive for LPB along with LPB's Underwriter Director, Jeanne Smith. Beth Courtney introduced Malcolm to the board, as Jeanne was out with a family emergency. From his perspective, things were looking good. He feels he and Jeanne have come up with a good strategy for the future and have lots to work on. They visited the National WWII Museum on Wednesday, March 9th, and had a very good appointment with the museum's executive director and marketing head. Malcolm was asked by the museum to prepare a \$10-\$15,000 proposal for FY 2011-2012.